

CREATING AN INCENTIVE TO AUTHOR USEFUL ITEM REVIEWS

ABSTRACT

A facility for rewarding the provision of useful item reviews is described. The facility receives a plurality of item reviews, each from a source. The facility publishes each of the plurality of received item reviews, and assesses the usefulness of the published item reviews. Based upon this assessment of usefulness, the facility selects one or more of the published item reviews, and provides rewards to the sources of these selected item reviews.